

## ABSTRACT

A computer-implemented system and method for selecting awards to be offered to patrons of an establishment. The inventive system is configured to maintain a patron database storing patron information relating to a plurality of patrons and historical transaction information involving the patrons. The system also monitors substantially current transaction activity of patrons. The system assigns a profile to patrons based upon the historical transaction information pertinent to the respective patrons and the current transaction activity of the respective patrons. The system then matches awards to the profiles of the respective patrons.